

Enrollment No: \_\_\_\_\_

Exam Seat No: \_\_\_\_\_

# C.U.SHAH UNIVERSITY

## Winter Examination-2015

**Subject Name:** E-Commerce Technology

**Subject Code:** 4TE04ECT1 **Branch:** Computer Engineering /Information Technology

**Semester:** 4<sup>th</sup>

**Date:** 19/11/2015

**Time:** 2:30 TO 5:30

**Marks:** 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
  - (2) Instructions written on main answer book are strictly to be obeyed.
  - (3) Draw neat diagrams and figures (if necessary) at right places.
  - (4) Assume suitable data if needed.
- 

**Q-1**

**Attempt the following questions:**

**(14)**

- a) What is the process in which a buyer posts its interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left?
  - a) B2B market place
  - b) Intranet
  - c) Reverse auction
  - d) Internet
  
- b) What is term used when the government employs technology to deal with citizens, businesses, and other government agencies?
  - a) G2BC
  - b) web
  - c) consumer
  - d) E-governance
  
- c) What is an arrangement made between e-commerce sites that direct users from one site to another?
  - a) Spam
  - b) viral marketing
  - c) Affiliate programs
  - d) None of the Above
  
- d) A combination of software and information designed to provide security and information for payment is called \_\_\_\_\_.
  - a) digital wallet
  - b) pop up add
  - c) shopping cart
  - d) encryption



- e) The type of auction that popular E-commerce portal E-bay employs is called \_\_\_\_\_.
- a) backward
  - b) reverse
  - c) forward
  - d) dual
- f) The purpose of the portal is \_\_\_\_\_.
- a) Provide a single point of access for multiple shopping Web sites.
  - b) Provide a single point of access for Web services and content.
  - c) Provide customizable information.
  - d) All of the above.
- g) ..... is the process of recreating a design by analyzing a final product.
- a) Forward Engineering
  - b) Reverse Engineering
  - c) Backward Engineering
  - d) None of the above
- h) The flip side of e-marketing is:
- a) e-advertising.
  - b) e-selling.
  - c) e-commerce.
  - d) e-purchasing.
- i) What is the full form of SWIFT?
- a) Society for Worldwide Internet Financial Telecommunications.
  - b) Secret Wide Interbank Financial Telecommunications
  - c) Society for Worldwide Interbank Financial Telecommunications
  - d) None of the Above
- j) The \_\_\_\_\_ is the multimedia interface to resources available on the Internet.
- a) Web
  - b) ISP
  - c) browser
  - d) URL
- k) The term ISP refers to
- a) internal software protocol
  - b) international shareware pool
  - c) Internet service provider
  - d) interface standard protocol
- l) The most widely used Web protocol is
- a) http://
  - b) URL
  - c) HTML
  - d) ISP



- m) Within e-markets, marketplaces have become:
- Market regions.
  - Market zones.
  - Market spaces.
  - Market dynamos.
- n) Which of the following would not be considered to be among the major Internet Domains?
- B2C (business-to-consumer)
  - B2B (business-to-business)
  - G2C (government-to-consumer)
  - C2C (consumer-to-consumer)

**Attempt any four questions from Q-2 to Q-8**

- Q-2      Attempt all questions**
- What is E-commerce? Explain various types of E-commerce. (07)
  - Explain the idea of nexus. Why is it an important concept in state and international taxation? (07)
- Q-3      Attempt all questions**
- Explain advantages of E-commerce. (05)
  - Write short note on World wide web. (05)
  - Explain different ways of creating effective web presence. (04)
- Q-4      Explain various business models in E-commerce. (14)**
- Q-5      Attempt all questions**
- Explain different web marketing strategies. (07)
  - Explain copyright and patent with respect to the web site content issues. (07)
- Q-6      Attempt all questions**
- What are the different ways for advertisement on web? (07)
  - Write short note: EDI (07)
- Q-7      Attempt all questions**
- Explain different types of auctions with suitable examples. (07)
  - Explain advantages and disadvantages of Payment cards. (07)
- Q-8      What is CRM? Explain three phases of CRM. (14)**

